

# Achieve Personal Success

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Understand how to achieve employee success.

# Employee Accountability

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# Documentation

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- ❑ Some businesses allow workers to be in charge of
    - Scheduling
    - Hours Worked
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# Job Rotation

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- ☐ Job rotation – involves switching job tasks among employees on a scheduled basis
    - Advantages
      - ☐ Prevents boredom
      - ☐ Enhances worker knowledge of a variety of tasks
      - ☐ Shares both pleasant and unpleasant tasks
      - ☐ Creates a more flexible workforce
    - Disadvantages
      - ☐ Employee may be forced to work outside his/her comfort zone
      - ☐ Employee may make mistakes as he/she learns a new task
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# Implementation

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- Steps in implementing job rotation
    - Planning
    - Preparing Employees
    - Evaluating
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# Business Decisions

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- ❑ Employees should be involved in all of the marketing mix decisions
    - Product Decisions
    - Pricing Decisions
    - Place Decisions
    - Promotion Decisions
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# Training and Advancement Opportunities

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# Training

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- Training -- involves teaching employees a skill, or proficiency, needed to perform their job
    - Orientation -- a process that introduces new employees to the company, their job, and their coworkers
    - Ongoing Training -- ensures that employees are performing their job tasks as required
    - Types of Training
      - On-the-Job Training -- training that takes place in the workplace and that is usually conducted by the immediate supervisor
        - Mentor -- an informal teacher who coaches a new employee on the skills needed to perform a job
      - Off-the-Job Training -- training that occurs outside of the immediate work area
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- Training Methods include a four step process adopted by most businesses
    - Step 1: Preparation – a good training program involves preparing the learner
    - Step 2: Presentation – of information the employee needs to know to function in his/her job
    - Step 3: Practice – involves practicing the new task under supervision
    - Step 4: Evaluation – the trainee should be put to work independently and then periodically evaluated to see that the task is being performed correctly
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# Advancement

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## □ Job Levels

- Entry-Level – require no prior experience
  - Career-Sustaining – require some job experience as well s a higher skill level; the employee will be expected to make job-related decisions
  - Marketing Specialist – employee must exhibit leadership and decision-making ability
  - Marketing Supervisor – required to have good management and decision-making skills
  - Manager/Owner – have the ability to run all operations of the business
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## ☐ Promoting from Within

### ☒ Selection Criteria

- ☐ Seniority – refers to the length of time an employee has worked for the business. Promoting employees based on seniority rewards employees for loyalty.
  - ☐ Merit – refers to the quality of an employee's job performance.
  - ☐ Ability – refers to an employee's potential to perform in a higher-level job.
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# Performance Evaluations

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# Purposes of Evaluations

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- Performance evaluation – a systematic assessment that gauges an employee's performance on the job
    - Encourages good behavior
    - Satisfies employee curiosity
    - Develops skills
    - Provides documentation
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# Performance Evaluation Formats

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- ❑ Types of Performance Evaluation Forms
    - Ratings – a form that provides a choice of ratings for each factor on which the employee is rated
    - Forced-Choice – forces the evaluator to choose between two descriptive statements for each criteria factor
    - Other – businesses may also use narrative forms and combination forms
  - ❑ Performance Factors
    - Objective Factors – those factors that do not require an opinion from the evaluator; based on hard facts or measurable results
    - Subjective Factors – represent opinions on factors such as attitude, personality, initiative, and adaptability
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# Evaluation Meetings

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## ☐ Performance Evaluation Steps

- Prepare the employee before the meeting
  - Compare achievement in relation to expectations
  - Give credit for what has been achieved
  - Review the areas where the employee's performance needs improvement
  - Set specific goals
  - Review what you can do to help the employee
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## □ Performance Evaluation Etiquette

- Choose the right time for the meeting
  - Select a private setting to ensure confidentiality
  - Keep in mind that the main purpose of the meeting is to let employees know how they are performing
  - Avoid being judgmental
  - Give employees a chance to discuss their thoughts and feelings on the evaluation
  - “Sandwich” the negative comments between positive ones
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